



## Arizona Visitor Profile

### Total Domestic Overnight Visitors to Arizona Year End 2005

Total Number of Domestic Visitors	29.1 Million
Average Length of Stay	3.6 Days
Average Age of Visitor	48 Years
Average Annual Income	\$72,100
Average Travel Party Size	2.1 People

#### What are their primary Arizona activities?

Sightseeing	29.0%
Nature	23.0%
Culture	18.0%
Attractions	17.0%
Outdoor/ Sports	12.0%

#### Where do they come from?

Arizona	29.8%
California	25.7%
Texas	4.7%
New Mexico	3.6%
Nevada	3.0%
Illinois	2.9%
Colorado	2.5%
New York	2.3%

#### Where do they go?

Phoenix and Central	46.4%
Northern	17.8%
Tucson and Southern	16.2%
West Coast	6.5%
General Arizona	7.4%
North Central	5.8%

#### Primary Purpose

Business	24.0%
Leisure	76.0%

#### Main Mode of Transportation

Auto Travel	60.0%
Air Travel	29.0%
Other Transportation	10.0%

*Domestic Overnight Visitor Profile  
Source: D.K. Shifflet and Associates*